



# **Prescription Drug Core Group Meeting**

**October 30, 2018**

**1:00 p.m.**

**Governor's Office of Youth, Faith and Family – Conference Room B**

1700 West Washington Street, Suite 230, Phoenix, Arizona 85007

A general meeting of the Prescription Drug Core Group convened on October 30, 2018 at the Governor's Office of Youth, Faith and Family, Conference Room B, 1700 West Washington Street, Suite 230 Phoenix, Arizona 85007.

## **Members Present (9)**

**Tracy Cruickshank**, Co-Chair, Maricopa County Department of Public Health

**Jacqueline Kurth**, Co-Chair, Industrial Commission of Arizona

**Alexa O'Brien**, High Intensity Drug Trafficking Area (via phone)

**Samuel Burba**, Governor's Office of Youth, Faith and Family

**Catie Clark**, Arizona Criminal Justice Commission (via phone)

**Ted Huntington**, ICAN: Positive Programs for Youth, and CCYSA: Chandler Coalition Against Youth

**Cindi Hunter**, Arizona State Board of Pharmacy (designee of **Doug Skvarla**)

**Michelle Skurka**, AHCCCS

**Courtney Whitley**, Arizona Air National Guard (AZNG) (via phone)

## **Staff/Guests Present (5)**

**Adrian Gariboldi**, Governor's Office of Youth, Faith and Family

**Wayne Tormala**, Chief of the Bureau of Tobacco & Chronic Disease, ADHS

**Melinda Cobb**, Arizona Department of Health Services

**Jessica Bell**, Arizona State Board of Pharmacy

**Chris Kreschollek**, community member

## **Members Absent (6)**

**Thomas Kelly**, Apache Junction Police Department (via phone)

**Sheila Sjolander**, Arizona Department of Health Services

**Tomi St. Mars**, Arizona Department of Health Services

**Alyssa Padilla**, University of Arizona Center for Rural Health

**Travis Williams**, Arizona Attorney General's Office

**Jolyana Begay-Kroyua**, Phoenix Indian Center

## **Call to Order**

- **Tracy Cruickshank, Co-Chair**, called the Prescription Drug Core Group meeting to order at 1:04 pm with (9) members and (5) staff and guests present.

## **Welcome/Introductions**

- **Jacqueline Kurth, Co-Chair**, welcomed everyone and asked them to introduce themselves.

## **Approval of Minutes**

- Minutes for the meeting held August 28, 2018, were reviewed. **Catie Clark** made a motion to approve the minutes. The motion was seconded by **Ted Huntington**.

## **Business Community Rx Toolkit**

- **Chairwoman Cruickshank** and **Chairwoman Kurth** provided a summary of their meeting with the Ohio Chamber of Commerce. The Ohio Chamber of Commerce helped to design the Ohio Opioid Toolkit. One goal of the Ohio Opioid Toolkit is give employers the resources they need to be better prepared to prevent and respond to the opioid abuse and misuse. One component of the Toolkit is a marketing campaign designed to spread awareness about opioid misuse and abuse among employers and employees. Another

component within the Toolkit is a drug free workplace curriculum. Chairwoman Cruickshank shared some of these resources with the Core Group and stated that the Ohio Chamber of Commerce had provided full permission to utilize these resources to fit Arizona's needs. She also encouraged the Core Group to consider adopting a similar program for Arizona so that employers can be better integrated into the fight against prescription drug misuse and abuse. Specifically, Chairwoman Kurth stated that efforts should be made to encourage the Arizona Chamber of Commerce to adopt such an initiative so that employers across Arizona can become more involved in the Core Group's efforts.

- **Ted Huntington** asked how much it would cost to adopt such a program. Chairwoman Cruickshank responded that the Ohio Chamber of Commerce spent roughly \$50,000 developing their resources, but stated that the price for Arizona would likely be less because the Core Group has permission to duplicate resources that have already been developed. Chairwoman Kurth reiterated how valuable such efforts could be for businesses. Mr. Huntington stated that he believed such a comprehensive approach could be extremely valuable because of how difficult it can be for individual coalitions to coordinate with businesses without support.

#### **ADHS Chronic Pain Initiative**

- **Wayne Tormala** presented on the new Opioid and Chronic Pain Prevention campaign being conducted by ADHS. The goal of the campaign is to raise awareness about chronic pain and alternative pain management techniques so that people do not resort to opioid abuse. In particular, the campaign sought out the opinions of individuals currently suffering from chronic pain. To begin the campaign, ADHS conducted five focus groups across Arizona to determine the best way to reach the target audience. From these focus groups, ADHS determined the following: 1) what modality works for one person doesn't necessarily work for the next; 2) chronic pain sufferers often feel isolated, disbelieved, and stigmatized; 3) those on prescription opioids are offended by anything that suggests they are part of the "opioid crisis"; 4) chronic pain sufferers don't feel they have control over their diagnosis, or their lives; 5) doctors tend to prescribe medications and / or physical therapy; 6) exercise is not the be all and end all in treating chronic pain; 7) journaling is not fully understood in the context of reducing chronic pain; and 8) self-management tends to have a positive connotation to pain sufferers. Most people in the focus group wanted to have options to deal with their pain without being told what will work for them. They also wanted to be believed, understood and, ultimately, to find something that reduces their pain enough for them to live a normal life. Taking these findings into account, ADHS designed a marketing campaign to reach chronic pain sufferers. Included in the campaign are television advertisements, billboards, digital advertisements, and a myriad of web resources for chronic pain sufferers. Although this project is still in its infancy, Mr. Tormala believes it is a step in the right direction in that it provides chronic pain sufferers tangible alternatives for treatment.

#### **Update on the Faith-based Roundtable**

- **Samuel Burba** provided an overview of the Faith Based Roundtable held on October 25<sup>th</sup>, 2018. The morning of the Roundtable consisted of a panel discussion featuring trauma experts and speakers from the DEA, Terros Health, and Team Life Line. During the afternoon, several faith leaders gave presentations on engaging the faith community in prevention, treatment, and recovery experts. Mr. Burba thanked everyone for their participation.
- **Michelle Skurka** stated that Tribal Regional Behavioral Health Authorities (TRBHAs) should be consulted to make sure efforts are not being duplicated in this area.

#### **Agency/Partner Updates**

- **Samuel Burba** gave an update on the Governor's Office of Youth, Faith and Family (GOYFF). Dawna Allington recently left the GOYFF to pursue a career in direct service. Resultantly, the GOYFF is currently searching for a new program administrator for the Opioid STR and SOR grants who can oversee efforts in this area.

- **Melinda Cobb** of the Arizona Department of Health Services gave an overview of what ADHS is doing with new grant funding from the Center for Disease Control to combat the Opioid Epidemic. There are currently twelve projects underway at ADHS utilizing this funding, including a new public-facing data dashboard and an Rx Awareness campaign.
- **Cindi Hunter** stated that the AZ Board of Pharmacy is currently contacting vendors so that new prescribing guidelines can be fully implemented by January 1<sup>st</sup>. She also introduced Jessica Bell to the Core Group, who will serve as Doug Skvarla's designee during future meetings.
- **Michelle Skurka** stated that AHCCCS is currently finalizing their substance abuse disorder needs assessment. Once this needs assessment is complete, AHCCCS intends to develop a strategic plan on substance abuse prevention.
- **Ted Huntington** stated that the Maricopa Association of Governments (MAG) has decided to meet quarterly to help tackle regional opioid prevention, treatment and recovery efforts. Mr. Huntington views this as positive development because of MAG's ability to reach large audiences and varied organizations.
- **Alexa O'Brien** stated that AZ HIDTA is currently working on their new threat assessment. She emphasized that fentanyl remains a serious threat and one of the primary focuses of HIDTA's prevention efforts.
- **Courtney Whitley** stated that the AZ ANG is currently working to distribute new information to prescribers. She also stated that she and AZ ANG are preparing for her absence during her six month deployment, starting in January 2019.
- **Chairwoman Kurth** provided an update on the Industrial Commission of Arizona's efforts to update employers on new worker's compensation policies. She stated that the organization has seen huge decreases in rates of addiction from people coming out of the worker's compensation system.

#### Future Meeting Dates

- The next meeting of the Rx Core Group is scheduled for:
  - Tuesday, January 29<sup>th</sup>, 2018 at 1:00pm

#### Future Agenda Items

- **Samuel Burba** suggested there be a presentation on the National Governor's Association report on neonatal abstinence syndrome.
- **Michelle Skurka** suggested a presentation on AHCCCS latest substance abuse needs assessment. She also stated that the new suicide prevention coordinator at AHCCCS could give a presentation as well.

#### Adjourn

- **Jacqueline Kurth, Co-Chair**, called for a motion to adjourn.
- **Ted Huntington** moved to adjourn the meeting at 2:26 pm. The motion was seconded by **Michelle Skurka**. The meeting was adjourned at 2:26 pm.